



CAPABILITIES GUIDE 2023

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About District**WON**

OUR MISSION

To link brand messages to communities via scholastic partnerships within programs that are **mutually beneficial & with purpose.**

Partnering with Purpose

A brand's investment that makes a positive impact and provides a tangible benefit to each community it serves.

OUR METHOD

We deliver messages primarily through athletic events, activities and other powerful communication assets that schools possess. With all campaigns, we pass along significant funding to participating schools.

Schools are neighborhood pillars with the ability to galvanize entire communities.



TRUST

Why schools & communities trust DistrictWON



OUR PEOPLE

Our people pioneered the integration of brand messages into the scholastic market and have 20+ years of experience in this space.



OUR PARTNERSHIPS

DistrictWON serves as an official and exclusive partner to the NIAAA (National Interscholastic Athletic Administrators Association).



OUR MISSION

Benefits both the community and the brand message with the utmost importance!



The PLATFORM

NATIONAL REACH, LOCAL IMPLEMENTATION



DistrictWON partners
with high schools across
America



12 million participants
(NFHS.com, 2019)



19,500 member high
schools.
(NFHS.com, 2019).

Campaigns scale from “National” through “Neighborhood Specific”!
The DistrictWON platform offers campaigns the ability to activate **Nationally, by-Region,
by-State, by-Zip Code, by Location-Matching** and more.

Given our scope, we have the largest “grassroots-marketing” canvas in the U.S.

OUR AUDIENCE & REACH

DistrictWON's audience is **hyper-local**; campaigns penetrate entire communities. Demographically, the reach is rich in **families** and **young people**. Additionally, the platform has an amazing capacity to reach desired **ethnic populations** or **specific geographic** areas as well, not just by-market, by **each neighborhood**.



Families



Young People



Ethnic
Populations



Geographic
Targeting



Our **METHODS**

BRANDING

Best Facilities, All Season

Brands can receive **40+ weeks of exposure** through the fall (*football stadium*), winter (*gymnasium*) and spring (*outdoor stadium*) athletic seasons, creating a strong partnership within the community.

Incredible Delivery

Schools hold hundreds of events within their **stadium** and **gym**. According to Geopath, DistrictWON schools deliver an avg of 2.5 million impressions annually! Better than most billboards!



DistrictWON signs are measured and audited by Geopath, the out-of-home industry standard.



DIGITAL

School Social Media

Trusted and *powerful* delivery of messages through official school accounts, not typically accessed for marketing. These are protected channels with terrific reach.

Most schools have **5,000-10,000 followers** on school-affiliated accounts.

Messages travel authentically!

District**WON**®



BRAND24 School social media posts are measured and audited by *Brand24*, providing reliable metrics. Used by the best ad agencies across the U.S.

ACTIVATION & ENGAGEMENT

Access to Thousands of Events

Messages can extend to “in-person moments” through a variety of experiential assets.

- Onsite displays or booths at events
- In-school opportunities such as hosting a faculty lunch
- Check Presentations
- *We even create big events that can be devoted to special causes!*



ACTIVATION, EVEN BIGGER!:

DistrictWON can create a series of unique and powerful engagements across the U.S.

- Schools will create large group sessions for special purposes.
- Presentations can be supported by additional assets such as handouts or various onsite activations, interactive displays and other materials to maximize each get-together .
- Extensive social media is used to generate authentic publicity & awareness for these sessions.
- DistrictWON can publish an original story about each assembly promote aggressively.
- DistrictWON can provide enhanced data with post event surveys following each engagement.



INFORMATION DISTRIBUTION

Get the Message Home

Deliver information to communities via schools through methods that ensure the message makes it home!

- Co-Branded schedule or “school information” magnets
- Brochures, fliers, inserts
- Promotional items, such as rally towels, etc.



P.A. ANNOUNCEMENTS

Campaigns receive between 2 – 4 announcements per event where available and can be utilized for important ***Calls to Action.***

At OneDigital, we offer **Wildcat** business owners the best options for today's ever-changing health and wellness plans. We are improving healthcare options for employees and helping employers make better decisions about their plans. ***Check us out at OneDigital.com. We are a proud supporter of Wildcat teams & businesses everywhere!***

These are not faceless campaigns!



Messages become more “real” when they are directed my teams and my community!

BRANDED APPAREL – BIG EVENTS!

Opportunity to Create a Lasting Impact in the community!

- Choose a team to fully outfit (football, basketball, volleyball, soccer, etc.)
- School will devote a game to “unveil” the uniforms, all of which will be completely customized, branded, and premium quality. Schools have fun with this process!
- Event will be promoted via social media well in advance; becomes a “big deal.”
- Brand takes center stage at the event for making it happen.
 - The uniforms are a huge value to the school!
 - Branded tees for the students (walking billboards!)

Permanent Brand Recognition!



#DWBeyond - AUTHENTIC CONTENT, SUPERIOR DELIVERY

Feature stories about our partners and the impact they have on schools and communities.

Creates “Authentic Content”:

- A Feature Story, not an Advertisement!
- Local voices and people are featured.
- Written by a 3rd party reporter that thoroughly covers “both sides” of the story.

Allows “Superior Delivery”:

- Often published on participating schools’ websites & social media channels.
- Aggressively pushed via social media by DistrictWON within a hyper-local region.
- Due to its interesting content and local appeal, readership and activity is powerful.

**DistrictWON**

Published by Alex Murtha · October 13, 2022 ·

Another great partnership with [Medina Auto Mall & Buckeye High School \(Medina\)](#)!

The generosity of a local family-owned business partner is so important to Buckeye High School sports and the Medina, Ohio, community, says Buckeye High School Athletic Director Tom Harrington.

<https://www.districtwon.com/.../looking-good-buckeye.../>



DISTRICTWON.COM

Looking good: Buckeye Bucks team up with Medina, Ohio family-owned auto company | DistrictWON

Learn more

BRINGING IT ALL TOGETHER: FARMERS INSURANCE

A NATIONAL program with HYPER LOCAL community engagement.

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BRANDING



CALL TO ACTION - PA's

"We are grateful for the support of Farmers Agent Joe Smith, during such an uncertain time! The Safe Decisions messages on Safe Driving are critical. We also can't wait to unveil our new football uni's for our game devoted to Safe Decisions! Thank you, Joe! #FarmersSafe."

SCHOOL SOCIAL MEDIA



BRANDED APPAREL



ON-SITE ACTIVATION



INFORMATION DISTRIBUTION



LOCAL MEDIA



Agent quote: "The Safe Decisions program has been wonderful for getting further connected and involved in my community. I'd recommend this program to any agent."

Sam Chapman - Farmers Agent

AD quote: "The message of 'safety' has been embraced by our students and the entire community. This program has been fantastic for our community."

Matt Swain - Athletic Director, Tattnall County High School

DistrictWON®

CUSTOM KPI'S

How is My Campaign Doing?

We deliver custom and relevant KPI's. This can include audience measurements and impressions, social media delivery and engagement, broadcast analytics, redemption rates, community activity around a campaign and more.

Each client is different. We will work to measure what is most important!





MANAGEMENT & PRICING

TURNKEY MANAGEMENT

DistrictWON makes this easy!

School Outreach

We manage the selection process and reach out to schools.

Agreements

We establish an official LOA with each school outlining program.

Coordination

We coordinate all activation and marketing elements at schools.

Production

We produce all program elements – from signs, to handouts, to broadcast-ready art.

Management

We dedicate personnel to work directly with your brand and each school to manage and comply each campaign.

PRICING

Pricing is determined by the number of schools within a campaign along with the desired marketing assets.

We encourage “annual engagement” with schools, i.e. programs that can be relevant all year. However, we do offer ala carte programs “by-season” as well.

Dollars are sent equally to all participating schools.





DistrictWON[®]
Partnering with Purpose

- **Marketing & Branding**
- **Activation & “Call to Action”**
- **Community Outreach & Public Relations**

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